

6.) Shop around for the best price.

Combine Internet and "real world" shopping to save money. Before purchasing an item, research current sales and rebates in three ways: 1) Research local sales at ShoppingList.com, 2) Compare online prices at MySimon.com, and 3) Search individual Web sites such as Sam's Club, Costco, and Wal-Mart. If you are purchasing items to resell, don't forget to use your tax ID.

7.) Recycle and refill.

Come up with creative ways to save on office supplies.

- Purchase ink refill kits. You can refill an ink cartridge for a fraction of the cost to buy new. Look for refill kits at your local office supply store or search for "Ink refill kits" in an online search engine.
- Use both sides of the paper. Instead of throwing away paper, print drafts on both sides.
- When printing out drafts to proofread, chose "draft quality" printing. It not only saves ink, but prints faster as well.

8.) Buy refurbished or previously used furniture and fixtures.

You can often get used and/or refurbished items at a price less than new. Search local online portals and business directories for companies that refurbish and sell business furniture. Also, if you know you are going to need replacements, keep an eye out for liquidations, auctions, and going out of business sales. Fixtures are often sold along with other inventory.

9.) Barter.

Look for bartering networks, where members help each other by trading goods or services. You can also approach businesses and freelancers on your own with a win-win proposition.

10.) Save on marketing costs.

Rather than outsource all your marketing to an agency, learn to complete some tasks in-house. Join marketing newsletters, purchase how-to guides, and read articles written especially for small businesses.

About the Author

Bobette Kyle draws upon 12+ years of Marketing/Executive experience, Marketing MBA, and online marketing research in her writing. Bobette is proprietor of <http://www.WebSiteMarketingPlan.com> and author of the marketing plan and Web promotion book "How Much For Just the Spider? Strategic Website Marketing For Small Budget Business," <http://www.HowMuchForSpider.com> .

Bobette also publishes a free newsletter for small businesses, *Web Site Marketing Plan News*. Subscribe and read the current edition here: <http://WebSiteMarketingPlan.com/currentnewsletter.htm>